(54) Title: COMMERCIAL INSERTION INTO VIDEO STREAMS BASED ON SURROUNDING PROGRAM CONTENT
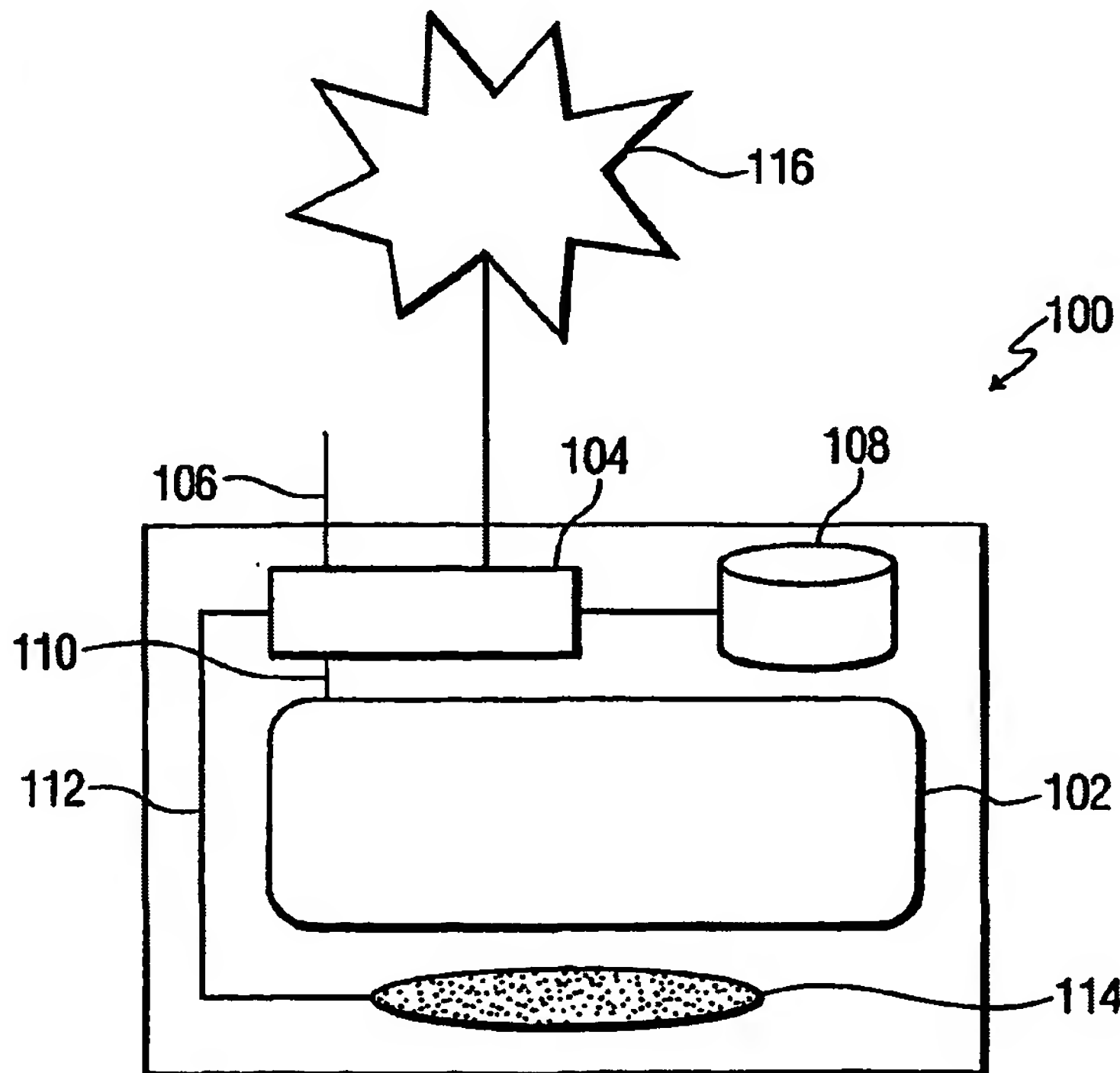
(57) Abstract: A method for inserting replacement commercials into a data stream is provided. The method including: receiving the data stream; detecting at least one commercial in the data stream; determining a characteristic of program content at least prior to the at least one commercial; and replacing the at least one commercial in the data stream with a replacement commercial which is selected based at least in part on the determining.

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